

VISUAL CONCEPTS
LECTURE 1, DESIGN PRINCIPLES

Aesthetics: A branch of philosophy concerned with the beautiful in art and how the viewer experiences it.

Content: The subject matter, story, or information that the artwork tries to communicate.
Content = What the artist is trying to say.

Critique: A process of criticism for the purpose of evaluating and improving art and design.

Design: Planned arrangement of visual elements to construct an organized visual pattern.

Form: The purely visual aspect, the shape and structure of a thing. How it looks. Use of the elements and principles of Design. (Form = How the artist says it.)

Icon: Is a symbol or a sign that has strong emotional power.

Pictogram: A simple pictorial sign or group of signs intended to communicate without words.

Symbol: An element of design that communicates an idea or meaning beyond that of its literal form.

Subject: The content of an artwork.